



Minutes City of Tempe Transportation Commission Public Involvement/Marketing Committee October 6, 2003

Minutes of the City of Tempe Transportation Commission Public Involvement/Marketing Committee held on Monday, October 6, 2003 at 3:30 p.m. at the City of Tempe Transit Office, 20 E. Sixth Street, Tempe, Arizona.

Members Present: Steve Bass, Andrea Chalmers, Beth Fiorenza, Pen Johnson, Judi Nelson

Members Absent: Lucy Logan, Mark Mourey

City Staff Present: Amanda Nelson

Guests Present: Dillon Collier, Matthew Leshure

Agenda Item 1 – Call Meeting to Order - Chair

Beth Fiorenza called the meeting to order at 3:37 p.m.

Agenda Item 2 – Approval of June 2, 2003 and July 7, 2003 Minutes

Committee Consensus: The minutes of the June 2, 2003 and July 7, 2003 meetings were approved.

Agenda Item 3 – Marketing/PR Activities Update

Presentation of New Print Ads and Cinema Slides

Staff provided samples of all current and upcoming print ads and cinema slides. Print ads run in the Arizona Republic, State Press and Tempe Union high school newspapers. Cinema slides run at Harkins Theatres at Arizona Mills and CenterPoint. The Committee suggested running the cinema slide screens on Tempe Cable 11.

Walk to School Day and Tour de Tempe Update

Staff updated the Committee on the status of Walk to School Day, which is coming up on Wednesday, Oct. 8, with 20 schools participating. Staff also provided an update on Tour de Tempe, scheduled for Sunday, Oct. 26. Both events were well in place with plenty of staff and volunteers, and staff expects good levels of participation for both.

Light Rail Outreach

Staff provided an update on public outreach for light rail. Business workshops will be held in Phoenix (Oct. 21), Tempe (Oct. 22), and Mesa (Oct. 23) to update businesses along the alignment about the overall project, construction impacts, and assistance available.

High School/ASU Update

Staff updated the Committee about a proposal to provide free bus fare for youth 18 and under, seniors 65 and older, and people with disabilities. The proposal was forwarded from the City Council's Transportation/Light Rail and Development Services Committee to the Maricopa Association of Governments Transportation Planning Committee for inclusion in the Regional

Transportation Plan. The TPC forwarded the proposal to the Regional Public Transportation Authority for further study as part of its current regional fare policy study.

Staff also updated the Committee on recent interest from a student/faculty group at ASU in a potential student pass program. The group recently met with City staff to get background information on past efforts and research.

Marketing Ideas/Brainstorming

Judi asked whether staff would need help with the “haunted bus” at the City’s Halloween Carnival. Staff explained that enough staff had signed up and no additional help would be needed.

Agenda Item 4 – Next Meeting

The next meeting is scheduled for Monday, Nov. 3 at 3:30 p.m. in the City of Tempe Transit Office, 20 E. Sixth Street.

Agenda Item 5 – Public Comment

Matthew Leshure asked whether the existing (heavy rail) tracks had been considered for use for the Central Phoenix/East Valley Light Rail Transit Project.

Dillon Collier asked for more information on the Transit marketing budget and media placement.

Agenda Item 6 – Adjournment - Chair

Pen adjourned the meeting at 4:20 p.m.

Prepared by: Amanda Nelson

Reviewed by: Sue Taaffe